

WPBF 3970 RCA Boulevard Suite 7007 Palm Beach Gardens, FL 33410 Main: (561)694-2525 Billing: (407)389-7661

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingto	National

www.thewpbfchannel.com

Billing Address:

 Advertiser
 Product
 Estimate Number

 SEIU
 1434

Special Handling

Waterfront Strategies Attention: Accounts Payable 1010 Wisconsin Avenue, Suite 800 Washington, DC 20007 Send Payment To:

WPBF PO Box 26885 Lehigh Valley, PA 18002-6885 Agency Ref Advertiser Ref

								Spots/			
Line	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	l 10/09/12 Class of Tir	10/19/12 ne - Pre-emp	10-11a Andotible with notic	erson Cooper e	10-11a	-TWTF	:30	1	\$275.00	NM	
	Weeks:	Start Date 10/08/12	10/14/12	<u>ITWTFSS</u> -TWTF	Spots/Week 1	<u>Rate</u> \$275.00					
	Spots: # Ch			me Descriptio		Start/End Time		th Ad-ID			Rate Type
ĺ					derson Cooper	10-11a	:3	10 SEIU12-F	-∟18-т05н		\$275.00 NM
	Weeks:	Start Date 10/15/12	10/21/12	<u>ITWTFSS</u> -TWTF	Spots/Week 1	<u>Rate</u> \$275.00					
	Spots: # Ch			me Descriptio		Start/End Time		th Ad-ID			Rate Type
	2 W	PBF Th 10/	<u>/18/12 10:47</u>	AM 10-11a Ar	iderson Cooper	10-11a	:3	O SEIU12-F	=L18-Т05Н		\$275.00 NM
2	2 10/16/12 Class of Tir	10/19/12 me - Pre-emp	M-SUN WP	BF News 25 (e	11-11:35PM	-TWTF	:30	2	\$800.00	NM	
	Weeks:	Start Date 10/15/12		<u>ITWTFSS</u> -TWTF	Spots/Week 2	<u>Rate</u> \$800.00					
	Spots: # Ch			me Descriptio		Start/End Time	Lengt	th Ad-ID			Rate Type
	2 WI	PBF <i>Th</i> 10		M-SUN W	PBF News 25 @	11PM11-11:35PM	:0	00			\$800.00 NM
	1 Wi	Credited PBF F 10		PM M-SUN W	PBF News 25 @	11PM11-11:35PM	:3	0 SEIU12-F	-L18-т05н		\$800.00 NM
[ 3	3 10/09/12 Class of Tir	10/19/12 me - Pre-emp	The View otible with notic		11A-12PM	-TWTF	:30	1	\$550.00	NM	
	Weeks:	Start Date 10/08/12		<u>ITWTFSS</u> -TWTF	Spots/Week 1	<u>Rate</u> \$550.00					
	Spots: # Ch			me Descriptio	•	Start/End Time	l engi	th Ad-ID			Rate Type
			<u>/12/12</u>	The View	<u></u>	11A-12PM		00			\$550.00 NM
]	,	Credited	. — . —	1110 11011		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					\$000.00 /till
	Weeks:	Start Date 10/15/12		<u>ITWTFSS</u> -TWTF	Spots/Week 1	<u>Rate</u> \$550.00					
	Spots: # Ch			me Descriptio	<u>n</u>	Start/End Time		th Ad-ID			Rate Type
	2 WI	PBF W 10/	17/12 10:58	AM The View	•	11A-12PM	:3	O SEIU12-F	-L18-т05н		\$550.00 NM
-	1 10/09/12 Class of Tir	10/19/12 ne - Pre-emp	WPBF News	s 25 @ Noon	12pm-1230pm	-TWTF	:30	2	\$325.00	NM	<u>.</u>
	Weeks:	Start Date 10/08/12		<u>ITWTFSS</u> -TWTF	Spots/Week 2	<u>Rate</u> \$325.00					
	Spots: # Ch	Day Air	Date Air Ti	me Descriptio	<u>n</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	2 Wi	PBF Th 10/	11/12 12:22	PM WPBF Ne	ws 25 @ Noon	12pm-1230pm	:3	0 SEIU12-1	-∟18-т05н		\$325.00 NM
	1 Wi	PBF F 10/	12/12 12:29	PM WPBF Ne	ws 25 @ Noon	12pm-1230pm	:3	0 SEIU12-F	-∟18-т05н		\$325.00 NM
	Weeks:	Start Date	End Date M	<u>ITWTFSS</u>	Spots/Week	Rate					



Send Payment To: **WPBF** PO Box 26885 Lehigh Valley, PA 18002-6885

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937088-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
SEIU	SEIU	1434

www.thev	vpbfchannel.d	com								
							Spots/			
Line S	tart Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	0/09/12 class of Tin	10/19/12 ne - Pre-emp	WPBF News 25 ( tible with notice	@ Noon 12pm-1230pm	-TWTF	:30	2	\$325.00	NM	
		10/15/12	10/21/12 -TWT	F 3	\$325.00					
Sı	pots: # Ch			<del>-</del>	Start/End Time	Lengt	h Ad-ID			Rate Type
'	5 WP			VPBF News 25 @ Noon	12pm-1230pm	:3	0 SEIU12-F	L18-T05H		\$325.00 NM
	3 WP	BF Th 10/		VPBF News 25 @ Noon	12pm-1230pm	:3	0 SEIU12-F	L18-⊤05H		\$325.00 NM
	4 WP	BFF 10/	19/12 12:10 PM V	VPBF News 25 @ Noon	12pm-1230pm	:3	O SEIU12-F	L18-T05H		\$325.00 NM
	0/09/12 lass of Tin	10/19/12 ne - Immedia	M-F 3-4P itely Pre-emptible w	M-F 3-4P thout notice	MTWTF	:30	1	\$375.00	NM	
W	leeks:	Start Date 10/08/12	End Date MTWT		<u>Rate</u> \$375.00					
Sp	pots: # Ch	Day Air	Date Air Time [	<u>Description</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
		BF Tu 10/	09/12 3:30 PM N		M-F 3-4P	:3	0 SEIU12-F	L18-T05H		\$375.00 NM
l w		Start Date 10/15/12	End Date MTWT 10/21/12 -TWT		<u>Rate</u> \$375.00					
Sr	pots: # Ch	Day Air		· · · · · · · · · · · · · · · · · · ·	Start/End Time	Lengt	h Ad-ID			Rate Type
	_		18/12 3:47 PM N		M-F 3-4P		0 SEIU12-F	L18-T05H		\$375.00 NM
6.1	0/09/12	10/19/12	Dr. Oz	4-5p	-TWTF	:30	1	\$500.00	NM	
			tible with notice	•		.50		Ψ300.00	14141	
w	leeks:	Start Date 10/08/12	End Date MTWT		<u>Rate</u> \$500.00					
Sr	pots: # Ch	Day Air		•	Start/End Time	Lena	h Ad-ID			Rate Type
	1 WP		12/12 4:19 PM E		4-5p		0 SEIU12-F	L18-т05н		\$500.00 NM
w		Start Date	End Date MTWT		Rate					*******
		10/15/12	10/21/12 -TWT	·	\$500.00					
) St	pots: <u>#</u> Ch	<u>Day</u> <u>Air</u> BF Tu 10/			Start/End Time 4-5p		<u>th Ad-ID</u> 10 SEIU12-F	119 TOEU		<u>Rate Type</u> \$500.00 NM
				····	·			CT0-103H		\$500.00 NW
С			4:30a-5a tible with notice	430a-5a	-TWTF	:30	2	\$65.00	NM	
W	leeks:	Start Date 10/08/12	End Date MTWT		<u>Rate</u> \$65.00					
Sp	pots: # Ch	Day Air	Date Air Time D	Description	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WP	BFTu 10/	09/12 4:39 AM 4	:30a-5a	430a-5a	:3	0 SEIU12-F	L18-T05H		\$65.00 NM
	1 WP	BFW 10/	10/12 4:55 AM 4		430a-5a	:3	0 SEIU12-F	L18-T05H		\$65.00 NM
W		Start Date 10/15/12	End Date MTWT		<u>Rate</u> \$65.00					
Sr	oots: # Ch				Start/End Time	Lena	h Ad-ID			Rate Type
,	_		16/12 4:39 AM 4		430a-5a		0 SEIU12-F	L18-T05H		\$65.00 NM
	3 WP	BF Th 10/	18/12 4:55 AM 4	:30a-5a	430a-5a	:3	0 SEIU12-F	L18-т05н		\$65.00 NM
	0/09/12 class of Tim	10/19/12 ne - Pre-emp	WPBF News 25 (	@ 5am 5-530am	-TWTF	:30	2	\$175.00	NM	
	eeks:	Start Date 10/08/12	End Date MTWTI 10/14/12 -TWTI		<u>Rate</u> \$175.00					
Sp	oots: # Ch	Day Air		escription	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
			09/12 5:11 AM V	VPBF News 25 @ 5am	5-530am	:3	0 SEIU12-F	L18-T05H		\$175.00 NM
	. 1 WP			VPBF News 25 @ 5am	5-530am	:3	0 SEIU12-F	L18-т05н		\$175.00 NM
W		Start Date 10/15/12	End Date MTWTI 10/21/12 -TWTI		<u>Rate</u> \$175.00					
Sr	oots: # Ch	Day Air			Start/End Time	l engi	h Ad-ID			Rate Type
	_			VPBF News 25 @ 5am	5-530am		<u>.::                                   </u>	L18-T05H		\$175.00 NM
	3 WP			VPBF News 25 @ 5am	5-530am		O SEIU12-F			\$175.00 NM
	0/09/12 lass of Tim	10/19/12 ne - Pre-emp	M-F 5pm News	5-6pm	-TWTF	:30	2	\$450.00	NM	_
			tible with notice	b						



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937088-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Nu	ımber
SEIU	SEIU	1434	

ww.t	hewpbfchannel.	com								
			<b>-</b>	O. 45 LT			Spots/	D-1:	<b>-</b>	
_ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
g	10/09/12 Class of Tir	10/19/12 ne - Pre-emp	M-F 5pm News otible with notice	5-6pm	-TWTF	:30	2	\$450.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -TWTF	Spots/Week 2	<u>Rate</u> \$450.00					
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
			/09/12 5:44 PM M-F 5	•	5-6pm		O SEIU12-F	L18-T05H		\$450.00 NM
	∠ VVF	Credited		pm News	5-6pm		90			\$450.00 NM
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -TWTF	Spots/Week 2	<u>Rate</u> \$450.00			•		
	Spots: # Ch				Start/End Time		h Ad-ID	. 10 -05		Rate Type
			/18/12 5:29 PM M-F 5	•	5-6pm		O SEIU12-F			\$450.00 NM
	3 771	PDFF 10/	/19/12 5:13 PM M-F 5	•	5-6pm	13	O SEIU12-F	LT0-103H		\$450.00 NM
10	10/09/12 Class of Tir	10/19/12 ne - Pre-emp	WPBF News 25 Morn otible with notice	ngs5:30-5:57am	-TWTF	:30	2	\$275.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -TWTF	SpotsAWeek 2	<u>Rate</u> \$275.00					
	Spots: # Ch				Start/End Time		h Ad-ID	. 40 -05		Rate Type
				News 25 Mornings @			0 SEIU12-F			\$275.00 NM
	Weeks:	Start Date 10/15/12		F News 25 Mornings @ Spots/Week 2	9 5:30 5:30-5:57 am <u>Rate</u> \$275.00	:0	O SEIU12-F	FT9-102H		\$275.00 NM
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
	4 WF			News 25 Mornings @			0 SEIU12-F	L18-т05н		\$275.00 NM
	3 WF	PBF Th 10/	18/12 5:44 AM WPBF	News 25 Mornings @	5:3(5:30-5:57am	:3	0 SEIU12-F	L18-т05н		\$275.00 NN
11	10/09/12 Class of Tir	10/19/12 ne - Pre-emp	WPBF News 25 @ 6:0	00Pl6-6:30PM	-TWTF	:30	2	\$600.00	NM	
·· · · · · ·	Weeks:	Start Date 10/08/12	End Date MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$600.00					
	Spots: # Ch			<del> </del>	Start/End Time		h Ad-ID			Rate Type
				News 25 @ 6:00PM	6-6:30PM		O SEIU12-F			\$600.00 NM
	Weeks:	PBF W 10/ Start Date		F News 25 @ 6:00PM Spots/Week	6-6:30PM Rate	:3	O SEIU12-F	L18-T05H		\$600.00 NM
	TTOOKS.	10/15/12	10/21/12 -TWTF	2	\$600.00					
	Spots: # Ch			<u>iption</u>	Start/End Time	Lengi	h Ad-ID			Rate Type
	3 WF	PBF W 10/ Credited		F News 25 @ 6:00PM	6-6:30PM	:0	00			\$600.00 NM
	4 WF			News 25 @ 6:00PM	6-6:30PM	:3	O SEIU12-F	L18-T05H		\$600.00 NM
12	10/09/12 Class of Tir	10/19/12 ne - Pre-emp	WPBF News 25 Morni otible with notice	ngs6-7AM	-TWTF	:30	1	\$400.00	NM	
	Weeks:	Start Date 10/08/12	——————————————————————————————————————	Spots/Week 1	<u>Rate</u> \$400.00			****		
	Spots: # Ch			<u>iption</u>	Start/End Time	<u>Leng</u> t	h Ad-ID			Rate Type
		PBF W 10/		News 25 Mornings	6-7AM	:3	O SEIU12-F	L18-T05H		\$400.00 NM
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -TWTF	Spots/Week 1	<u>Rate</u> \$400.00					
	Spots: # Ch	_		iption .	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WF	BFTu 10/		News 25 Mornings	6-7AM		0 SEIU12-F	L18-т05н		\$400.00 NM
13	10/09/12 Class of Tin	10/19/12 ne - Fixed No	Good Morning American Pre-emptible	a 7-9AM	-TWTF	:30	1	\$550.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate		=			<del></del>
	Constant # Ob	10/08/12	10/14/12 -TWTF	1	\$550.00		6 A J J D			
	Spots: # Ch 1 WF			<u>iption</u> Morning America	Start/End Time 7-9AM		<u>h</u> <u>Ad-ID</u> O SEIU12-F	ı 18–⊤05µ		Rate Type \$550.00 NM
	Weeks:	Start Date		Spots/Week	Rate	.3	O DETOIE-F			φυυυ.υυ 1 <b>1</b>   V



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SEIU	SEIU	1434

www.	thewpbfchannel.	com									
								Spots/			
Line	Start Date	End Date	Descrip	tion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1:	3 10/09/12 Class of Tir	10/19/12 ne - Fixed N	Good Mon Pre-emp	lorning America ptible	7-9AM -	-TWTF	:30	1	\$550.00	NM	
		10/15/12	10/21/12	-TWTF	1	\$550.00					
	Spots: # Ch			Air Time Descript		Start/End Time	Lengt	th Ad-ID			Rate Type
<u> </u>	2 WF	PBFTu 10	/16/12	8:54 AM Good M	orning America	7-9AM	:3	O SEIU12-FI	.18-т05н		\$550.00 NM
14	1 10/09/12 Class of Tir	10/19/12 ne - Pre-emi	ptible with r		9-10a	-TWTF	:30	1	\$275.00	NM	
	Weeks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week 1	Rate \$275.00					
	Spots: # Ch	Day Air	Date A	Air Time Descript	ion	Start/End Time		th Ad-ID			Rate Type
		PBF Tu 10		9:56 AM Dr. Oz N		9-10a	:3	O SEIU12-FI	∟18-т05н		\$275.00 NM
	Weeks:	Start Date 10/15/12	10/21/12		Spots/Week 1	<u>Rate</u> \$275.00					
	Spots: # Ch	Day Air	Date A	Air Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WF	PBFW 10	/17/12	9:41 AM Dr. Oz N	/I-F 9-10a	9-10a	:3	O SEIU12-FI	∟18-т05н		\$275.00 NM
18	10/20/12 Class of Tir	10/20/12 ne - Pre-emp		am News notice	Sat 5-6am	1-	:30	1	\$75.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	<u>Rate</u> \$75.00					
	Spots: # Ch			Air Time Descript	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF Sa 10	/20/12	5:16 AM Sat 5-6a	m News	Sat 5-6am	:3	O SEIU12-FI	_18-т05н	<del></del>	\$75.00 NM
16	3 10/13/12 Class of Tir	10/20/12 ne - Pre-emp		am News notice	Sat 6-7am	1-	:30	1	\$175.00	NM	
	Weeks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week	<u>Rate</u> \$175.00					v.
	Spots: # Ch			Air Time Descript	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF Sa 10		6:25 AM Sat 6-7a	m News	Sat 6-7am	:3	O SEIU12-FI	.18-т05н		\$175.00 NM
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	<u>Rate</u> \$175.00					
	Spots: # Ch	<del></del>		Air Time Descript		Start/End Time	Lengt	th Ad-ID			Rate Type
L	2 WF	PBF Sa 10	/20/12 (	6:30 AM Sat 6-7a	m News	Sat 6-7am	:3	O SEIU12-FI	.18-т05н		\$175.00 NM
17	7 10/13/12 Class of Tin	10/20/12 ne - Pre-emp		aturday 7-8am notice	Sat 7am-8am	1-	:30	1	\$350.00	NM	***
	Weeks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch			Air Time Descript	<u>ion</u>	Start/End Time		h Ad-ID			Rate Type
		PBF Sa 10/		7:00 AM GMA Sa	•	Sat 7am-8am	:3	O SEIU12-FI	_18-т05н		\$350.00 NM
	Weeks:	Start Date 10/15/12	10/21/12		Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch	Day Air	Date A	Air Time Descript	ion_	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WF	PBF Sa 10/	/20/12	6:58 AM GMA Sa	turday 7-8am	Sat 7am-8am	:3	O SEIU12-FI	.18-т05н		\$350.00 NM
18	3 10/13/12 Class of Tin	10/20/12 ne - Pre-emp		am News notice	Sat 8-9am	1-	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/08/12		MTWTFSS	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch	Day Air	Date A	ir Time Descript	i <u>on</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1		BF Sa 10/		8:39 AM Sat 8-9a		Sat 8-9am	:3	O SEIU12-FL	.18-т05н		\$350.00 NM
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch			ir Time Descript		Start/End Time		h Ad-ID			Rate Type
	2 WF	BF Sa 10/ Credited		Sat 8-9a	m News	Sat 8-9am	:0	0			\$350.00 NM
10	10/14/12	10/21/12		35pm Late News	1135n-12am	1	:30	1	\$350.00	NM	
"		ne - Pre-emp	otible with n	notice		*	.00	,	Ψ000.00	1.4141	



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e Start Date End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Weeks: Start Date 10/08/12 Spots: # Ch Day Air	10/14/121	Spots/Week 1	Rate \$350.00 Start/End Time	l enat	h Ad-ID			Rate Typ
	14/12 11:55 PM Sun 1		1135p-12am Rate		0 SEIU12-F	∟18-т05н		\$350.00 N
10/15/12 Spots: <u>#</u> Ch <u>Day</u> <u>Air</u>	10/21/121 <u>Date Air Time Descr</u>		\$350.00 Start/End Time		h Ad-ID			Rate Tyr
2 WPBF Su 10/	21/12 11:54 PM Sun 1	1:35pm Late News	1135p-12am	:3	0 SEIU12-F	L18-T05H		\$350.00 N
20 10/14/12 10/21/12 Class of Time - Pre-emp		Sun 5-6am	1	:30	1	\$75.00	NM	-
Weeks: Start Date 10/08/12	10/14/121	Spots/Week 1	<u>Rate</u> \$75.00	l a a a a	F 44 ID			Deta Tu
Spots: # Ch <u>Day Air</u> 1 WPBF Su 10/ Weeks: Start Date	14/12 5:39 AM Sun 5		Start/End Time Sun 5-6am Rate		<u>h</u> <u>Ad-ID</u> 0 SEIU12-F	L18-T05H		<u>Rate Ty</u> \$75.00 N
10/15/12	10/21/121	<u> </u>	\$75.00					
Spots: # Ch <u>Day Air</u> 2 WPBF Su 10/			Start/End Time Sun 5-6am		h <u>Ad-ID</u> O SEIU12-F	L18-т05н		Rate Ty \$75.00 N
21 10/14/12 10/21/12 Class of Time - Pre-emp	Sun 6-7am News otible with notice	Sun 6-7am	1	:30	1	\$125.00	NM	
Weeks: Start Date 10/08/12	10/14/121	Spots/Week 1	<u>Rate</u> \$125.00					
Spots: <u>#</u> Ch <u>Day Air</u> 1 WPBF Su 10/	14/12 6:39 AM Sun 6	-7am News	Start/End Time Sun 6-7am		<u>h Ad-ID</u> 0 SEIU12-F	L18-т05н		<u>Rate Ty</u> \$125.00 I
Weeks: Start Date 10/15/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$125.00					
Spots: # Ch <u>Day Air</u> 2 WPBF Su 10/			Start/End Time Sun 6-7am		h <u>Ad-ID</u> O SEIU12-F	L18-т05н		Rate Ty \$125.00
22 10/14/12 10/21/12 Class of Time - Pre-emp		630-7pm	1	:30	1	\$400.00	NM	,
Weeks: Start Date 10/08/12	End Date MTWTFSS 10/14/121	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # Ch Day Air 3 WPBF Su 10/ Credited	/14/12 Sun 6	i <u>ption</u> 30pm News	Start/End Time 630-7pm	<u>Lengt</u> :0	h Ad-ID 0			<u>Rate</u> <u>Ty</u> \$400.00
Weeks: Start Date 10/15/12		Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # Ch Day Air 1 WPBF Su 10/ Credited	21/12 Sun 6		Start/End Time 630-7pm		h Ad-ID O			<u>Rate Ty</u> \$400.00
23 10/14/12 10/21/12 Class of Time - Pre-emp	Sun 8-9am News otible with notice	Sun 8-9am	1	:30	1	\$300.00	NM	
Weeks: Start Date 10/08/12	End Date MTWTFSS 10/14/121	Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # Ch Day Air 1 WPBF Su 10/	14/12 8:24 AM Sun 8	-9am News	Start/End Time Sun 8-9am		<u>h Ad-ID</u> O SEIU12-F	L18-т05н		Rate Ty \$300.00
Weeks: Start Date 10/15/12 Spots: # Ch. Day Air	10/21/121	Spots/Week 1	Rate \$300.00 Start/End Time	l anat	P V4 ID			Data T
Spots: # Ch Day Air 2 WPBF Su 10/			Start/End Time Sun 8-9am		<u>h Ad-ID</u> O SEIU12-F	L18-т05н		Rate Ty \$300.00 1
24 10/22/12 10/22/12 Class of Time - Pre-emp	4:30a-5a tible with notice	430a-5a	1	:30	1	\$65.00	NM	
Weeks: Start Date 10/22/12	End Date MTWTFSS 10/28/12 1	Spots/Week 1	<u>Rate</u> \$65.00		•			
Spots: # Ch Day Air	Date Air Time Descri	ption	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Ty



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Invoice # Invoice Date Invoice Month Invoice Period 10/01/12 - 10/22/12 937088-1 10/28/12 October 2012

Advertiser	Product	Estimate Number
SEIU	SEIU	1434

Weeks:

www.thewpbfchannel.com								
					Spots/		_	
	scription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Class of Time - Pre-emptible v		430a-5a	1	:30	1	\$65.00	NM	
Spots: # Ch Day Air Date 1 WPBF M 10/22/12	Air Time Descrip 4:43 AM 4:30a-5		Start/End Time 430a-5a		h <u>Ad-ID</u> 0 SEIU12-I	-L18-т05н		<u>Rate Type</u> \$65.00 NM
25 10/15/12 10/22/12 WF Class of Time - Pre-emptible v	PBF News 25 @ 5am with notice	n 5-530am	1	:30	1	\$175.00	NM	
Weeks: <u>Start Date</u> <u>End</u> 10/15/12 10/2	<u>Date</u> <u>MTWTFSS</u> 1/12 1	Spots/Week 1	<u>Rate</u> \$175.00					
Spots: # Ch <u>Day Air Date</u> 1 WPBF M 10/15/12 Weeks: <u>Start Date</u> <u>End</u>			Start/End Time 5-530am Rate		<u>h Ad-ID</u> 0 SEIU12-I	-L18-т05н		<u>Rate Type</u> \$175.00 NM
10/22/12 10/2 Spots: # Ch Day Air Date		1	\$175.00 Start/End Time	l enat	h Ad-ID			Rate Type
2 WPBF M 10/22/12			5-530am			-L18-т05н		\$175.00 NM
26 10/15/12 10/15/12 M-I Class of Time - Pre-emptible v	F 5pm News vith notice	5-6pm	1	:30	1	\$450.00	NM	
Weeks: <u>Start Date</u> <u>End</u> 10/15/12 10/2		Spots/Week 1	<u>Rate</u> \$450.00					
Spots: # Ch Day Air Date 1 WPBF M 10/15/12	Air Time Descrip 5:14 PM M-F 5pi		Start/End Time 5-6pm		<u>h Ad-ID</u> 0 SEIU12-I	-L18-т05н		Rate Type \$450.00 NM
27 10/15/12 10/22/12 WF Class of Time - Pre-emptible v	PBF News 25 Mornin	gs5:30-5:57am	1	:30	1	\$275.00	NM	
Weeks: <u>Start Date</u> <u>End</u> 10/15/12 10/2	Date MTWTFSS	Spots/Week 1	<u>Rate</u> \$275.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> 1 WPBF M 10/15/12 Weeks: <u>Start Date</u> <u>End</u>	Date MTWTFSS	News 25 Mornings @ Spots/Week	<u>Start/End Time</u> § 5:30 5:30-5:57am <u>Rate</u>		h <u>Ad-ID</u> 0 SEIU12-I	FL18-Т05н		<u>Rate Type</u> \$275.00 NM
10/22/12 10/26 Spots: <u>#</u> Ch <u>Day Air Date</u> 2 WPBF M 10/22/12	Air Time Descrip	1 <u>vtion</u> News 25 Mornings @	\$275.00 <u>Start/End Time</u> \$5:3(5:30-5:57am		h <u>Ad-ID</u> 0 SEIU12-1	-L18-т05н	·	<u>Rate Type</u> \$275.00 NM
28 10/15/12 10/15/12 WF Class of Time - Pre-emptible v	PBF News 25 @ 6:00 with notice	)PI6-6:30PM	1	:30	1	\$600.00	NM	
Weeks: <u>Start Date</u> <u>End</u> 10/15/12 10/2		Spots/Week 1	<u>Rate</u> \$600.00					
Spots: # Ch <u>Day Air Date</u> 1 WPBF M 10/15/12 Credited	Air Time Descrip WPBF	ntion News 25 @ 6:00PM	Start/End Time 6-6:30PM	<u>Lengti</u> :0	h <u>Ad-ID</u> 0			Rate Type \$600.00 NM
29 10/09/12 10/12/12 WF Class of Time - Pre-emptible v	PBF News 25 Morning	gs5:30-5:57am	-TWTF	:30	2	\$300.00	NM	
Weeks: <u>Start Date</u> <u>End</u> 10/08/12 10/14		Spots/Week 2	<u>Rate</u> \$300.00					v <sup>21</sup>
Spots: # Ch Day Air Date	Air Time Descrip		Start/End Time		Ad-ID			Rate Type
1 WPBF W 10/10/12 2 WPBF F 10/12/12		News 25 Mornings @ News 25 Mornings @			) SEIU12-F ) SEIU12-F			\$300.00 NM \$300.00 NM
30 10/16/12 10/19/12 WF Class of Time - Fixed Non Pre	PBF News 25 @ 5am -emptible	5-530ami	-TWTF	:30	2	\$275.00	NM	
Weeks: <u>Start Date</u> <u>End</u> 10/15/12 10/2	Date MTWTFSS	Spots/Week 2	<u>Rate</u> \$275.00					
Spots: # Ch Day Air Date	Air Time Descrip	tion	Start/End Time		Ad-ID			Rate Type
2 WPBF Tu 10/16/12 1 WPBF Th 10/18/12	4:59 AM WPBF I	_	5-530am		) SEIU12-F			\$275.00 NM
	5:12 AM WPBF I	<del> </del>	5-530am		) SEIU12-F			\$275.00 NM
Class of Time - Fixed Non Pre-	PBF News 25 Morning -emptible		-TWTF	:30	1	\$350.00 	NM	

**MTWTFSS** 



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Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number				
SEIU	SEIU	1434				

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Line Start Date End Date Description Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
31 10/16/12 10/19/12 WPBF News 25 Mornings5:30-5:57am Class of Time - Fixed Non Pre-emptible	-TWTF	:30	1	\$350.00	NM	-
10/15/12 10/21/12 -TWTF 1 Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WPBF W 10/17/12 5:43 AM WPBF News 25 Mornings @	\$350.00 <u>Start/End Time</u> § 5:3(5:30-5:57am		n <u>Ad-ID</u> ) SEIU12-F	∟18-т05н		<u>Rate</u> <u>Type</u> \$350.00 NM
32 10/16/12 10/19/12 WPBF News 25 Mornings6-7AM Class of Time - Fixed Non Pre-emptible	-TWTF	:30	1	\$700.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week  10/15/12 10/21/12 -TWTF 1  Spots: # Ch Day Air Date Air Time Description  1 WPBF F 10/19/12 6:43 AM WPBF News 25 Mornings	<u>Rate</u> \$700.00 <u>Start/End Time</u> 6-7AM		n <u>Ad-ID</u> ) SEIU12-F	L18-T05H		<u>Rate</u> <u>Type</u> \$700.00 NM
33 10/20/12 10/20/12 Sat 5-6am News Sat 5-6am Class of Time - Fixed Non Pre-emptible	S-	:30	1	\$150.00	NM	
Weeks:         Start Date 10/15/12         End Date 10/21/12         MTWTFSS Spots/Week 10/21/12         Spots/Week 1           Spots: # Ch Day Air Date 1 WPBF Sa 10/20/12         Air Time Description 1         Description News	Rate \$150.00 <u>Start/End Time</u> Sat 5-6am		n <u>Ad-ID</u> ) SEIU12-F	L18-T05H		<u>Rate</u> <u>Type</u> \$150.00 NM
34 10/18/12 10/19/12 WPBF News 25 @ 5am 5-530am Class of Time - Fixed Non Pre-emptible	TF	:30	1	\$250.00	NM	
Weeks:         Start Date 10/15/12         End Date 10/21/12         MTWTFSS Spots/Week 1	<u>Rate</u> \$250.00 <u>Start/End Time</u> 5-530am		1 <u>Ad-ID</u> ) SEIU12-F	L18-T05H		<u>Rate</u> <u>Type</u> \$250.00 NM
35 10/18/12 10/19/12 WPBF News 25 Mornings5:30-5:57am Class of Time - Fixed Non Pre-emptible	TF	:30	1	\$350.00	NM	· · · · · · · · · · · · · · · · · · ·
Weeks:         Start Date 10/15/12         End Date 10/21/12         MTWTFSS Spots/Week 1         Spots/Week 1           Spots:         # Ch Day Air Date Air Time Description 1         Air Time Description 1         Description 2	Rate \$350.00 <u>Start/End Time</u> \$5:3( 5:30-5:57am		1 <u>Ad-ID</u> ) SEIU12-F	L18-T05H		<u>Rate</u> <u>Type</u> \$350.00 NM
36 10/22/12 10/22/12 WPBF News 25 Mornings6-7AM Class of Time - Fixed Non Pre-emptible	M	:30	1	\$800.00	NM	v.,
Weeks:         Start Date 10/22/12         End Date 10/28/12         MTWTFSS Mornings         Spots/Week Mean           Spots:         # Ch         Day Air Date Air Time Description         1         WPBF M         10/22/12         6:30 AM WPBF News 25 Mornings	Rate \$800.00 <u>Start/End Time</u> 6-7AM		1 <u>Ad-ID</u> ) SEIU12-F	<b>L18</b> -т05н		<u>Rate</u> <u>Type</u> \$800.00 NM
37 10/22/12 10/22/12 WPBF News 25 Mornings5:30-5:57am Class of Time - Fixed Non Pre-emptible	M	:30	1	\$400.00	NM	•
Weeks:       Start Date 10/22/12       End Date 10/28/12       MTWTFSS Spots/Week M       Spots/Week 1         Spots:       # Ch Day Air Date Air Time Description 1       Air Time Description Sign WPBF News 25 Mornings @	Rate \$400.00 <u>Start/End Time</u> 5:3(5:30-5:57am		n <u>Ad-ID</u> ) SEIU12-F	L18-т05н		<u>Rate</u> <u>Type</u> \$400.00 NM
	Total Spots	6	8			

**Payment Terms 30 Days** 

 Gross Total
 \$21,675.00

 Agency Commission
 \$3,251.25

Net Amount Due \$18,423.75